



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**

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### **BROOKS: JOHN RIEDMAN MAKES LARGEST PLEDGE TO SENECA PARK ZOO**

Monroe County Executive **Maggie Brooks** today joined Seneca Park Zoo officials to announce that John Riedman has pledged up to \$500,000 from the John Riedman Foundation to help fund the Lion Habitat of *The Step Into Africa: Ngorongoro Crater Exhibit*. The pledge is the largest in Seneca Park Zoo history.

The Riedman Foundation will match any donations received by March 31, 2008 for the Ngorongoro Crater Capital Campaign, up to a total of \$500,000. This gift will significantly help the Seneca Park Zoo Society raise the estimated \$4 million needed to complete Phase III of the exhibit.

*"This is an exciting day for the Zoo and our community because this generous pledge brings us one step closer to making the Lion Habitat a reality," said **Brooks**. "I want to thank John Riedman for his significant donation. Thanks to his support, we will be able to offer our children yet another opportunity to learn about animal conservation."*

*"With this gift to the Ngorongoro Crater Capital Campaign, we will help establish a world class educational and recreational resource here in Rochester," said **Riedman**. "We encourage others to join us and take a leadership role in funding the remainder of the Zoo's expansion project."*

*"This gift is significant because it is the single largest pledge for capital improvements in the Society's 50-year history," said **Rachel Baker August**, Executive Director of the Seneca Park Zoo Society. "I am confident that our community will step up to not only match the Riedman Foundation's generous gift but to give additionally to ensure that we have large, natural environments for our animals."*

*A Step Into Africa: The Ngorongoro Crater Exhibit* will provide innovative, hands-on educational displays and programs for children of all ages. For more information on the capital campaign, contact the Seneca Park Zoo Society at 585-336-7205.

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